

THE SPECTATOR

★ CARMEL • MONTEREY • PACIFIC GROVE • PEBBLE BEACH • CARMEL VALLEY ★

VOL. 3, NO. 11

CARMEL, CALIFORNIA, DECEMBER 29, 1949

10¢

MAY
WE
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REACH
HIGH
FOR
THE
LATTER
HALF
OF
THE
20th
CENTURY

*
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Photo by JULIAN P. GRAHAM.

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49.95	29.95
69.95	39.95
89.95	49.95
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69.95	39.95
89.95	49.95
100.00	59.95

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69.95	39.95
89.95	49.95
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NO APPROVALS NO RETURNS ALL SALES FINAL

Cinderella Shop

Next to Bank of Carmel
Ocean Avenue
H. DEAN



INGERSOLLS EXPECTED

Mr. and Mrs. Warren Ingersoll, whose home is near Philadelphia, will arrive at Pebble Beach next Tuesday to be the house guests of Mr. and Mrs. Samuel F. B. Morse for two weeks. It is their annual custom to travel to Pebble Beach for the Bing Crosby Golf Tournament, which this year will be held Jan. 13-15. Many house parties have been planned during that week.

RANCH HOLIDAY

Mr. and Mrs. Lloyd Tevis, Mr. and Mrs. Kent Parrot, Mr. and Mrs. Tirey

Ford and Mrs. Francis McComas will spend the New Year's weekend at "Eagle Ranch," the Girard Van B. Hale's ranch near Atascadero.

ROLLO PETERS PARTY

Rollo Peters hosted a holiday party this week in his Monterey Peninsula home. Among those who attended were Mr. and Mrs. George L. Coleman, Jr., Mr. and Mrs. Sidney W. Fish, Mr. and Mrs. H. W. Fletcher, Mr. and Mrs. Samuel F. B. Morse, Mr. and Mrs. Nevill Cramer, Mr. and Mrs. Frank Work and Mr. and Mrs. Lawrence Barretto.

The SPECTRE

by Carl Ansd.

These sporadic crackdowns on dogs running loose in the Carmel business section are rather tiresome. With the tremendous number of animal lovers in the village, I wonder if the law against loose dogs is a true expression of public sentiment. If any one dog becomes a nuisance, its owner should be told to keep it on a leash or at home, but that isn't any reason for outlawing all the canines. We have too many damned laws, anyway.

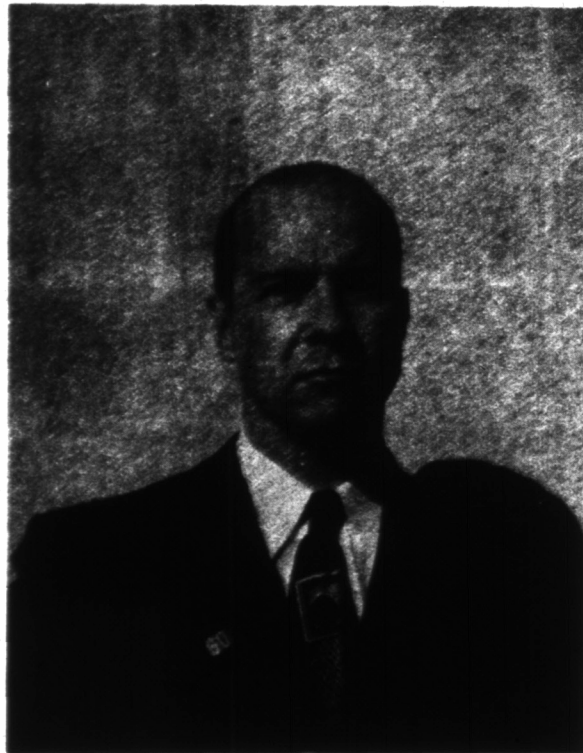
Workmen and machines were pumping water out of what looked to be a broken water main at Ocean and Guadalupe on Friday. Camelites were certain that cold weather was responsible, but they were wrong. The water pipes were broken deliberately in order to get the water out. The pipes are being lined with cement, it seems.

"Big Mary" Rodin left Carmel last week on the first leg of a journey that will eventually see her married at Pensacola, Fla. We were sorry to see her go. What are peninsula photographers going to do about finding another girl as photogenic as Mary? Life is complicated. . .

Eleanor Marino gave a Christmas party last Thursday in the Harrison Godwin real estate offices at the Pine Inn. Rum punch was prepared by Frank Miller and served to guests who came from the Pine Inn staff, and shops in and around the hotel. Many guests were reported to be "shanghaied" as they passed through the hotel lobby.

Among those who spread Christmas cheer (a full guest list would be impossible to obtain) were Harrison Godwin, Frank Brewer, Al Railton, Frank Miller, Paul Murcurio, Art Carnes, Bill Kelly, Lillian Kroll, Ruth Downard, Marian Erdman, George Eliot, David Tracey, Gladys Johnston, Frank Flynn, Betty Green, Mary Rodin, John Wibby and Charles Allaire.

WHO IS IT?



Polaroid one-minute photo

This is one of a series of photographs of people you should know. All persons pictured are from the Monterey Peninsula and will be someone you meet almost every day, because they are in public life. For the answer to this week's "Who Is It?" turn to page 10



PLENTY of that SAME OLD THING "Carmel Charm"

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"A room to rent with private entrance." And -- you won't believe this -- but it's only one block from the beach, with a PEEK of the ocean. We know you are interested by now, so give us a ring and get all the facts. And, it is under \$20,000.00 besides. So there!

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REALTOR

CARMEL
Ocean and Monte Verde



Handsome fivesome is John Wibby, of Carmel, and his Maltese terriers, who were photographed Christmas Day decked out in red and green finery. The dogs' names are, left to right, Mr. Puff, Antoinette, Chata and Coronado. Photo by STEVE CROUCH.



Christmas night dinner party at the Carmel Highlands Inn. Left to right, Miss Edna Edwards, of Carmel, Clarence Siegfried, of Alameda, Mrs. Mary Edwards (Miss Edwards' mother), Miss Zella Fimmock, of Carmel, Mrs. Siegfried and Edwin Siegfried, noted painter. Miss Edwards and Miss Fimmock are with the Carmel Post Office. Photo by STEVE CROUCH.



Miss Jean Bradburn, daughter of the Douglas Bradburns, of Carmel Valley, home for the holidays. Miss Bradburn is studying nursing at St. Luke's Hospital in San Francisco. Polaroid One-Minute Photo.

PG COUNCILMAN Makes Unusual Suggestion

Newton S. Foster, Pacific Grove councilman, made an unusual suggestion last week. After studying investment possibilities for a \$9,000 cemetery fund, he came up with the idea of investing it in retail business, as an inflation-proof move.

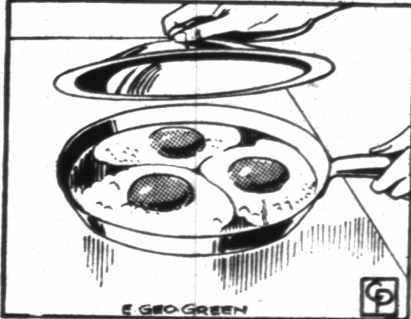
Acting PG City Attorney Jack Redhead said other merchants might object. The novel idea is certainly within the legal limits, although oddly enough it would not be legal, say the experts, to invest in preferred bonds.

Councilman Pat Coleman agreed with Foster that Government bonds might not be depression-proof. Other council members remained silent. Foster, Coleman and Harold Davis, of the Bank of America, were appointed to a committee to study investments further. At the suggestion of Councilwoman Elmarie Dyke, two other bankers were to be asked for suggestions also.

CHANGE MEETING DATE

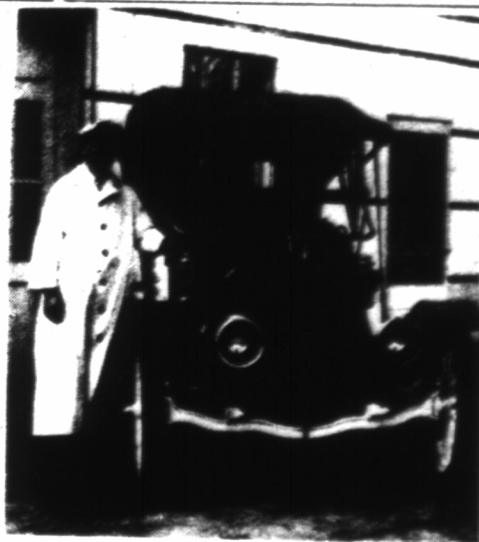
Last night's meeting of the Monterey Cypress Post was canceled. The next meeting will be on Jan. 11 at 4 p.m. in the American Legion Hall in Monterey. All members are urged to attend.

Wife Preservers



When you fry eggs sunny-side up, cook over low heat and cover skillet tightly.

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1910



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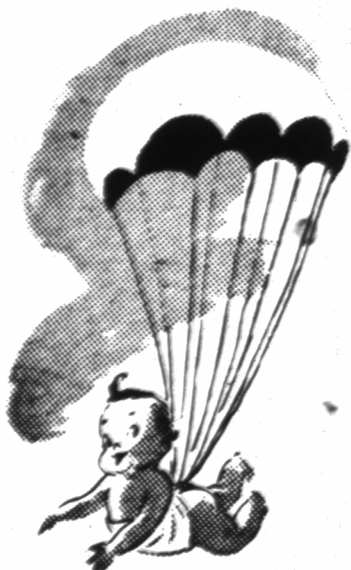
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pets healthy and happy
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and other pet supplies
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STUDEBAKER SANTA - The Clyde N. Young Studebaker agency in Monterey was making a big hit with the kids (up to any age) last week. Santa rode about the peninsula in a brand new convertible, distributing candy canes. He is seen here at the Village Corner. Polaroid One Minute Photo.

• PARENT PROBLEMS •

If Child Fails to Finish Schoolwork in Time Allotted

By GARRY CLEVELAND MYERS, Ph.D.

MANY a teacher of the first, second or third grade may be able to tell you of the child (more often a boy than a girl) who rarely or never finishes the written work assigned to his class unless she "stands right over him." She generally reports this child to the parents as lazy and usually adds, "He could do his work if he would try."

Many are the letters I receive about such a child. With so many other children in her class to guide, the teacher may feel much worried with this child. As measured by the usual standards, this child may, indeed, appear to be very lazy and one can see why the teacher concludes that he could do the work if he really tried, since he may do it pretty well when she is right with him, urging him to go on. But what the teacher can do to cause this child to try harder and to finish his work without the constant special attention is not easy for her to ascertain.

Teacher Discouraged

I can see how the teacher is discouraged with this child and I must not condemn her for her kind of report to the home. But I wish she realized that this kind of report tends only to make the problem worse. I wish she would do two things instead: talk with the mother about the degree of his self-reliance or dependence at home, and try to find out what lags in skills at school seem to slow up his

efforts there. Has he dullness of hearing or vision? Does he lag at skills in writing or drawing or spelling or reading or number work? Any such lag could slow him up in doing written assignments. Obviously he has not learned to work well as one of a group at school and does not conform so as to do a job assigned all his class to do at the same time. Can he carry through without constant prompting, urging and personal help at home a simple responsibility?

"Dear Dr. Myers:

"My son is 7 years old and in 2nd grade. He likes school and his teacher, but he is lazy. His teacher has told me this and I know it is so. It is not because he doesn't know his work or dislikes school but he just doesn't do his work.

"If his teacher stands over him he will finish his work and correctly.

"I help him in his school work according to the advice of his teacher. I have your booklet on 'Parents and Child's Homework.' I try to go accordingly.

"His father has told him if he doesn't straighten himself out he would pin a sign on his back, 'I am lazy,' and send him to school. This method, although harsh, is not the solution."

I answered personally. It's unthinkable that the father would treat this boy as he does. He should have fun with the lad and help him have fun with other boys of his age. But I don't believe you are the one to tell your husband this.

Capture His Interest

Try to find some books or a children's magazine which will capture this lad's interest, even if you must neglect the things he does at school. Read some to him, too. My bulletins "Home Helps in Reading" "Spelling" and "Arithmetic" are enclosed. (Anybody else may have these bulletins by sending me a stamped, self-addressed envelope in care of this paper.)

Find ways of training this boy in taking responsibility about the house as explained in my bulletin "How To Teach Your Child To Help At Home." Attract some of his playmates to your home and encourage them at playing some non-running games. You and Dad might do more to help this boy at school by forgetting all about his lessons and centering your attention on helping him have good times at home as one of the family and on his sharing in the family responsibilities.

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SPECTATOR

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RECREATION
or COMMERCE

Peninsulites have been subjected to a torrent of "beach acquisition" publicity in recent weeks. In Carmel, a group of civic-minded persons headed by Francis Whitaker are trying to raise money for the purchase of the beach South of the Carmel River. Last week the Monterey City Council appointed a committee of prominent men to consider what to do about the Monterey beach.

The question is: Shall the Monterey beach be recreational or commercial?

Monterey has already seen commercial possibilities on the waterfront. The city sells space on both wharves, which are used mainly for restaurants or by the fishing industry. Elmer Zanetta, chairman of the Monterey Planning Commission, told directors of the Peninsula Chamber of Commerce last October that early action should be taken on the beach. Mr. Zanetta pointed out that a decision must be made as to whether the beach is to be used for recreation or commerce. Chamber of Commerce directors were so interested in the subject that they invited other members of the planning commission to their next meeting to discuss beach planning further.

SCOTT'S SCRAP BOOK

By R. J. SCOTT



Carmel Martin, the spokesman for a majority opinion of the commission meeting, at which two commissioners were absent and a third disqualified himself, expressed the view of those favoring state acquisition of the beach. He recalled the days when wharf number two was built, and Monterey expected to become one of the great Pacific Coast ports. He said that the Port of Stockton now has grown to the point where there is little chance Monterey would ever become a major port. In order for it to become popular with shipping lines, he believes someone must construct a railroad line from here to the San Joaquin Valley.

Since Mr. Martin is chairman of the Monterey County Planners and a resident of many years with much administrative experience, his views are not to be taken lightly.

But E. B. Gross, whose business interests extend far beyond the Monterey Peninsula, expressed the opinions of three commissioners who wanted to let the beach develop for business. Mr. Gross said plans for the Navy breakwater show repair shops for submarines and other installations. He says it is foolish to attempt to create

a recreational area between a Southern Pacific right of way and a submarine repair installation. Asilomar, Carmel, and Pacific Grove are ideal for recreation, he feels, but Monterey beaches are too near heavy industry.

The SPECTATOR believes that Mr. Gross' reasoning is essentially correct. Monterey is not a nature's playground such as Carmel or the Pebble Beach area. However, the city has a charm that stems directly from its main industry - fishing. Fisherman's Wharf and the fishing boats anchored in the bay provide an atmosphere that draws tourists just as surely as do the coastlines on the other side of the hill.

But the thought of a recreational beach in Monterey falls into the realm of pipe dreams. As Mr. Gross pointed out, railroad tracks, naval installations and industrial buildings do not provide the proper environment for a recreational beach - except perhaps for a boardwalk.

The Monterey City Council has taken a hands-off policy on the beach up to now, for a very simple reason. The council reflects public opinion. Public opinion has not crystallized

Continued on page 12

Inside WASHINGTON

MARCH OF EVENTS

Is United States on Verge
Of New Inflationary Spiral?Expect Congress to Repeal
Margarine Tax in January

SPECIAL TO THE SPECTATOR

WASHINGTON—Some government economists are coming around to the view, held by many private businessmen, that the United States is on the verge—or actually in—a new inflationary spiral.

The latest signs of inflation manifested themselves late last autumn, when it became apparent that the federal government would incur another huge deficit during the current fiscal year.

The rise in stock market prices that developed at that time was attributed by Wall Street economists directly to the government's fiscal policies.

Economists believe that the continued governmental deficits, with no sign of their abatement unless Congress does the unexpected and approves a tax-increase bill in an election year, will pour many new billions of dollars into bank credit, creating a situation that existed during the war.

Unlike wartime, however, the government no longer has either the legal controls or the patriotic appeal to keep the increased bank credit from flowing into industrial channels and inflating prices.



Marriner Eccles

Federal Reserve Board Member Marriner Eccles has warned Congress of the inflationary effects of current deficit spending; government economists are conscious of the current economic trend. It will be used as the strongest administration argument for a balanced budget in the 1951 fiscal year, through the means of tax increases.

Opponents of higher taxes will use the same argument for a balanced budget—but will urge that it be achieved by cutting governmental spending.

With the congressional elections overhanging all Capitol Hill actions during the next session, astute economic observers feel that no complete solution will be forthcoming out of the 81st Congress.

● **OLEO ISSUE**—You can look for Congress to repeal the oleomargarine tax in January now that the Senate leadership has agreed to make the repeal bill their first order of business when the Senate reconvenes.

However, repeal will not be voted without a fight in the Senate. Dairy state senators are mapping plans for a lengthy fight against the measure and they may even try to filibuster the bill to death.

The House voted to repeal the federal taxes on oleo during its last session, but the issue died in the Senate at that time and never got to the floor for a vote.

Senate approval of a repeal bill similar to the House's measure would leave only President Truman's signature needed to bring an end to the tax. And, Mr. Truman has indicated he strongly favors repeal, so look for the oleo taxes to be wiped off the books in 1950.

● **AMERICAN GUERRILLAS** You may be the fighter of World War III.

Defense officials have been giving more than a little attention to the successful campaigns waged by guerrillas in World War II and, more recently, by the Chinese Communists.

These officials, seeing the need for nuclei throughout the nation of civilian combatants, point out that in the event of an atomic war:

1 Destruction of large industrial areas, by means of the A-bomb, will leave highly-mechanized forces at a disadvantage by cutting off their sources of supply.

Irregular

Forces Vs.

Regulars

2 Resistance to the enemy would depend upon irregular forces, primarily composed of civilians against regular armies.

Turning to the example furnished in China, these officers point out that the Nationalist forces were, for the most part, well-trained and had modern equipment available to them.

They say that Reds, dressed as civilians, with their officers posing as Nationalists, repeatedly infiltrated the regular armies of Generalissimo Chiang Kai-shek, causing consternation and repeated withdrawals until the Nationalist forces were finally forced off the Chinese mainland.

MUGGS AND SKEETER



BY WALLY BISHOP



AT NIGHT
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JOHNSTON



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AUSTRALIA REVISITED

The Socialist movement, is definitely on the wane in Australia, according to Miss Loreto Candy, of Carmel, who recently returned from a flying six weeks trip to her native land. It was the first time she had been in Australia in 20 years.

Miss Candy spent most of her stay at Sydney, Melbourne and Adelaide, but took time for a 1,200 mile automobile trip through the Murray River valley. She reports that this was a rather neat trick, since gasoline is still rationed down under.

Australia has no unemployment problem, Miss Candy said. In fact, the employers are pretty much at the mercy of their employees. Nevertheless, the people of Australia appear to be no longer behind the Socialist government, she stated.

Consumer goods are short there and a 10-year-old American automobile will bring a price similar to what a new car costs in the United States, she said.

Miss Candy says she is "sold" on flying. She traveled on a British line and the trip was uneventful, though interesting, she concluded.

JEANS AND QUEEN FESTIVAL JAN. 21

Jack Bird, president of the Jeans and Queens, has announced the club will play host at a "Winterlands" Festival to be held Jan. 21 at the Salinas Armory. Invitations will be issued to more than 60 groups in the Monterey Bay Area.

Among those invited to present exhibitions are the Lariat Swingers of Salinas, the Santa Cruz Breakers and Los Bailadores de Monterey.

A. C. Smith, leader of the group, will be master of ceremonies and will call some of the squares.



KENT ROBERTS

Carmel Women to Hear NOTED CORRESPONDENT

Kent Roberts, noted lecturer and foreign correspondent, will be the featured speaker at the Jan. 9 meeting of the Carmel Woman's Club. His topic will be "Asia in a Changing World." Members of the club are encouraged to bring guests.

Mr. Roberts, a Stanford graduate, was a foreign correspondent in Europe and South America. He reported the European events which led to World War II, then went to Washington as a lieutenant commander attached to the

Secretary of Navy office. During this time he was connected with United Nations conference and with the atomic bomb project.

In the past few years, he covered civil wars in Greece and China and recorded the successful struggle for independence of Israel and India. He interviewed the president of the Philippines, and conversed with General MacArthur and the emperor of Japan.

shrdlu

Dr. and Mrs. Rappaport also will visit the Dominican Republic, Tahiti, Cuba and Florida before

returning home.

San Francisco Chronicle, Dec. 20, 1949.

Kind of taking the long way home, aren't you, Doctor?



"Geese and Hollyhocks," a large oil by E. Cashion MacLennan, of Carmel, has been shown in a New York National Exhibition, and has received a prize at Sacramento All-California Exhibition. It has become the property of Mr. and Mrs. Douglas Woodhouse, of Hope Ranch, Santa Barbara.



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Once Upon a Time

By
Alexander Victor

It must be awful to write for a LIVING. Since the Monterey radio gave away the fact that I write for nothing, I may as well tell you that the claim that I was getting 10 cents a word is a myth of the mytiest kind. I was trying to get away with it, that's all.

The trouble with writing is that too often you are not in the mood for it. One morning you wake up refreshed and on the other hand depressed. When I am depressed I can't write and when refreshed my wife says, let us go shopping. When we go shopping, I listen to the conversation and I start to swear. Then the people in the shop ask my wife to send me away. I don't mind getting mad, but when I don't know why I am mad, I go berserk. (I hope that is a good old Anglo Saxon word).

I just finished reading a story of the life of Damon Runyon. It's a well told tale and I give the author, Ed Weir, much credit for knowing his subject and also for his writing ability. The thing that impressed me the most was the claim that Runyon every little while became despondent about his writing ability. When he was at the lowest ebb, Walter Winchell used to buck him up. Now I feel the same way and I wonder why I should write this column. I am not a writer. I am an inventor. But I somehow feel that I may have something to tell and I want to tell it. I know that what I have to say may not appeal to everyone. But I do believe that there are a few kindred spirits who may be glad that I remind them of something that they have forgotten. They in turn, I am sure, would have much to tell me.

Damon Runyon was not a natural Broadwayite. He acquired the taste for that very unique thing known as the great White Way. Winchell and George Jessel and Georgie Price, Lila Lee, Eddy Cantor and a few more I could name were born to that spot of the universe. They came mostly from the

lower east side and trembled when they thought of so exalted a place as Broadway.

It's a sort of Cinderella thing. These lads never had a schooling. They came up from the Ghettos and the lowest eastside. And then after a number of years they were earning anywhere from a half million to a million dollars a year. It's a strange world. I have often given thought to the fact that all the technicians combined, technicians who created the motion picture industry have not earned as much as one little Dame (as Runyon would say), or a pretty boy who used to serve soda sundaes in a small town in Minnesota. It is a strange world indeed. One human voice with a nasal twang or a knack for putting over a funny story can command more in the way of a monetary reward than any great inventive genius, or a great surgeon. And, as I said in another column, "Such is the Universe."

I knew them all. They all call me by my first name and I am glad that they do. I give them credit above all for one thing. They never try to conceal the fact that they were born in lowly circumstances. Eddie Cantor in his book conceals nothing. Good for them, says I. I was unfortunately born in circumstances that should have made a snob of me. It did not. I am still fond of the little shack with an out-house where you have to carry your water in a bucket from a well a quarter of a mile away. But my wife won't let me.

Ed. Note: Alexis, we think none the less of you because in your boundless energy and enjoyment of life you are carving out a new career and starting out on the payless basis. Lots of writers do that--and besides, THE SPECTATOR is not wealthy enough to pay in money for the services of such renowned talent. A Happy New Year to you and yours.

CHILDREN'S XMAS PARTY

"Sing a Tune to Rhythm" was the theme of the Christmas party Kathryn Lansdowne gave for her group of youngsters, three to five and a half years, at the June Delight Studio, Camel, last Friday.

Each child chose a special song and automatically became the leader. Jingle Bells was a top favorite and was lustily sung to rhythmic beat. The more familiar carols were done with 'whispering' hands, just touching the finger tips in rhythm.

A treasure hunt for wrapped Xmas candies in which the children hilariously indulged, gave Zackary Fenton Lansdowne the prize for finding the most. Kathryn Elizabeth Grigsby was second. A table with gaily wrapped packages included fruit juice and Christmas cookies.

Those attending: Patty Lamb, "Chuck" Ameil, Marilyn Miller, David Rosencranz, Mary Dunlap, Kathy Grigsby, "Bundy" Lansdowne, Tommy and Billy Griffin. Mary Louise Grigsby assisted Mrs. Lansdowne.

Words of the Wise

Be courteous to all, but intimate with few; and let those few be well tried before you give them your confidence.

—(Washington)

CROSSWORD

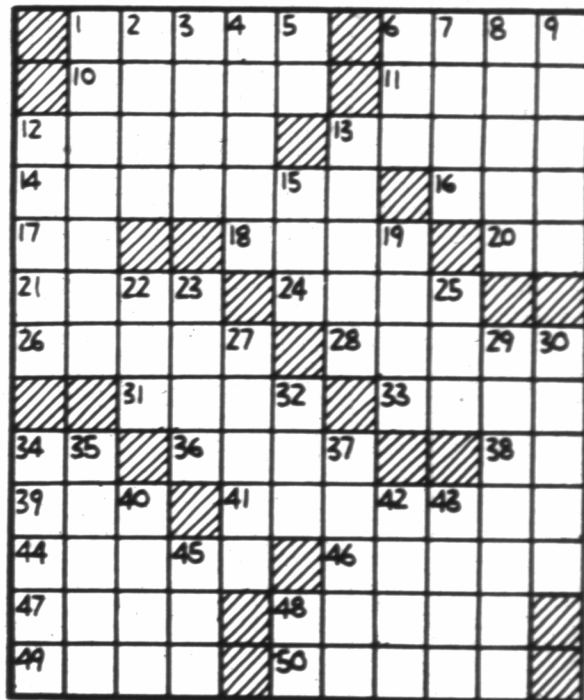
ACROSS

1. Hebrew prophet
6. Arabic letter
10. Angry
11. State (NE. Braz.)
12. A slow person
13. Sloping edge
14. Having wings
16. Half ems
17. Gold (Heraldry)
18. A son of Adam
20. Electrical Engineer (abbr.)
21. U. S. president
24. Harvest
26. Sailboat
28. Capital (Tibet)
31. Cloy
33. Below (naut.)
34. Music note
36. A song for two people
38. At home
39. Sick
41. A vein (Bot.)
44. A pocket bottle
46. Having ears
47. Every
48. Taut
49. English portrait-painter
50. Notions

DOWN

1. Inorganic
2. Persia
3. Brother of Abel
4. Volume of maps
5. Pronoun
6. Mimic
7. Wash
8. Goddess of peace
9. Sham
12. Specks
13. Species of pepper
15. Thrice (mus.)
19. A sunk-fence
22. A dandy
23. Garden amphibian
25. Chum
27. Drop with a thud
29. Parties
30. Bearded
32. Sheltered side
34. Musical instruments
35. Mohammedan god
37. Cornered in a tree
40. A filmy, decorative cloth or edging

42. Weathercock
43. The bear (Astron.)
45. Feminine pronoun
48. Music note



Announcing . . .

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for the Monterey
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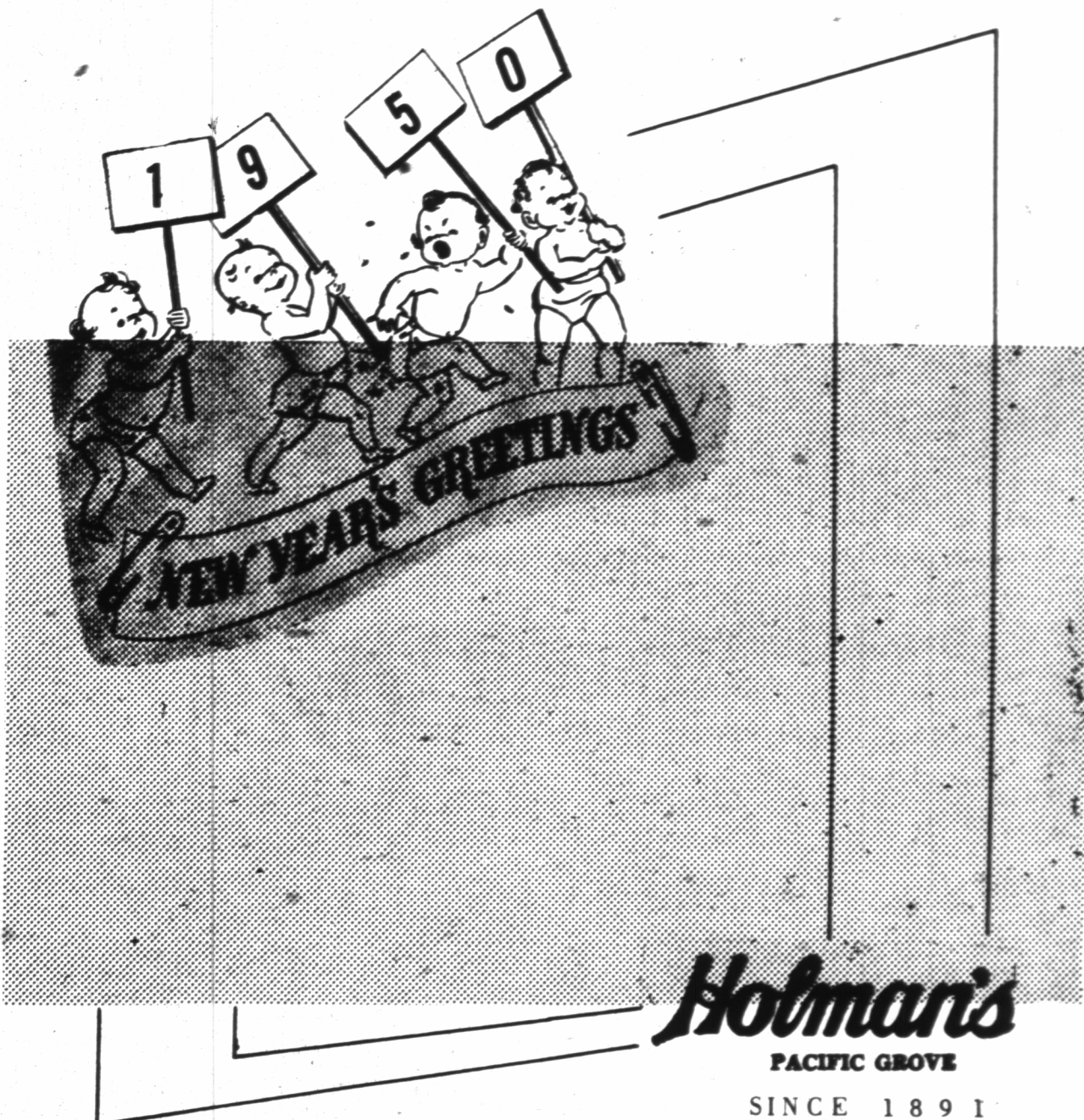
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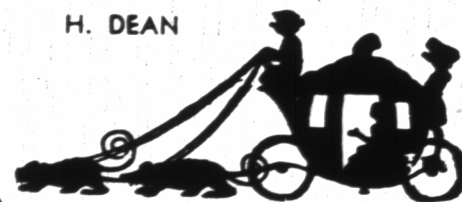
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CYPRESS POINT CLUB ☆ SATUR-
DAY, JAN. 14th, 18 holes, MON-
TEREY PENINSULA COUNTRY
CLUB ☆ SUNDAY, JAN. 15th, 18
holes PEBBLE BEACH

ENTRY FEE—
(Amateurs or Professionals) \$10.00



JANUARY 13-14-15

LARRY CROSBY, General Chairman
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Bing Crosby



"BUSINESS WHIRL"

by AL RAILTON

First, Mrs. Munthe-Einstad with her "Skandia Cookie Jar and Delicacy" - and now Mr. Sture Lindstrand comes to us from Linköping, Sweden, to open a business in Carmel, to be known as Lindstrand's "Furniture Clinic."

Seems that Sture, who is a brother of contractor Gunnar Swanson, has been waiting 15 years to get to America - and to his favorite place in America - Carmel. In case you're confused, as I was, by the brothers Swanson and Lindstrand, I'm informed that it's a good old Swedish custom for one of a family of boys to take the mother's name in order to perpetuate her family name. In this case Gunnar

took his mother's family name and Sture took his father's.

Sture is an expert in fine wood-working - having served a 12 year apprenticeship in one of the world's best furniture factories, in Sweden. His specialty is the rejuvenation of tired furniture, but he also understands intarsia work - the fine wood inlay which is enjoying a renaissance now in Europe.

Mr. Lindstrand will be at the "Wee Bit of Scandinavia" on the 6th, where he will either administer first aid or perform major operations for all ailing furniture brought his way. Aiding and abetting will be another expert, the shop's manager, Mr. Fred McCain, who knows more about more things than anyone who's crossed my ken for some time.

SUPER-PEACHY SHOW...

Word comes from Miss Hazel

Watrous of the Denny-Watrous Management that Monterey's First Theatre is planning a First Class theatrical fish-fry for New Year's Eve. This has become traditional at the historic adobe. Every year gentry from far and near gather there to go to pieces, noisily and completely! The Troupers are in rare form - giving forth with extra acts and extra fun - and everyone sings out the old year and cheers in the new. If you like a safe but insane New Year's celebration, you can add your huzzas to the others which yearly make the rafters pulsate!

HAPPY NEW YEAR, everyone!

Household Hint

The sun is the best bleaching agent; commercial bleaches never are a substitute for good laundering methods. Bleaching is necessary only in rare cases, such as removing stains which ordinary washing does not affect. Never bleach colors.

Discerning Discs

By HENRY DUNAKIN

In looking back over the year, the writer was no little shocked to discover that this column had reviewed 160 recordings. To choose a handful of the best from this staggering forest was no easy task. Many things had to be considered: Subject matter, intrinsic value to musical literature, interpretation and engineering. Personal favorites were disregarded insofar as is humanly possible, and the selected list submitted below is sincerely felt to be fair in every regard. All recordings included on this list were reviewed in the SPECTATOR within the year.

BAROQUE:

Buxtehude... "Aperite Mihi Portes Justitiae"... A. Schietz... Victor.

LIEDER:

Mahler... "Songs of a Wayfarer"... Zareska... English Decca.

OPERA:

Weber... "Der Freischuetz"... Berlin State Opera... Deutsche Grammophon.

ART SONG:

Ravel... "Sheherezade"... Maggie Teyte... HMV.

Britten... "Sonnets of John Donne"... Pears, Britten... HMV.

INSTRUMENTAL:

Bartok... "Sonata for Unaccompanied Violin"... Menuhin... HMV.

CHAMBER:

Mozart... "Quartet No. 15"... Hungarian String Quartet... Victor.

CONCERTO:

Ravel... "Concerto for Piano and Orchestra"... Haas... Deutsche Grammophon.

SYMPHONIC:

Reger... "Variations on a Theme by Mozart"... Van Beinum... Deutsche Grammophon.

FOR TECHNICAL ENGINEERING:

Debussy... "Chaconne"... Mengelberg... Capitol-Telefunken.

Debussy... "Jeux"... de Sabata... Victor.

THE WRITER'S CHOICE:

Weber... "Der Freischuetz"... Berlin State Opera... Deutsche Grammophon.

Honegger... "Psaume 130"... Martinetti... French Columbia.

Traditional... "Songs of the Auvergne"... Grey... Columbia.

For AULD LANG SYNE!



NOW COMES THE TIME WHEN WE PAUSE TO COUNT OUR BLESSINGS AND TO WISH EVERYONE A VERY HAPPY AND PROSPEROUS NEW YEAR.

M. J. MURPHY, Inc.

Phone 154

MONTE VERDE AT 9th

CARMEL, CALIFORNIA

ANSWER TO THIS WEEK'S

WHO IS IT?

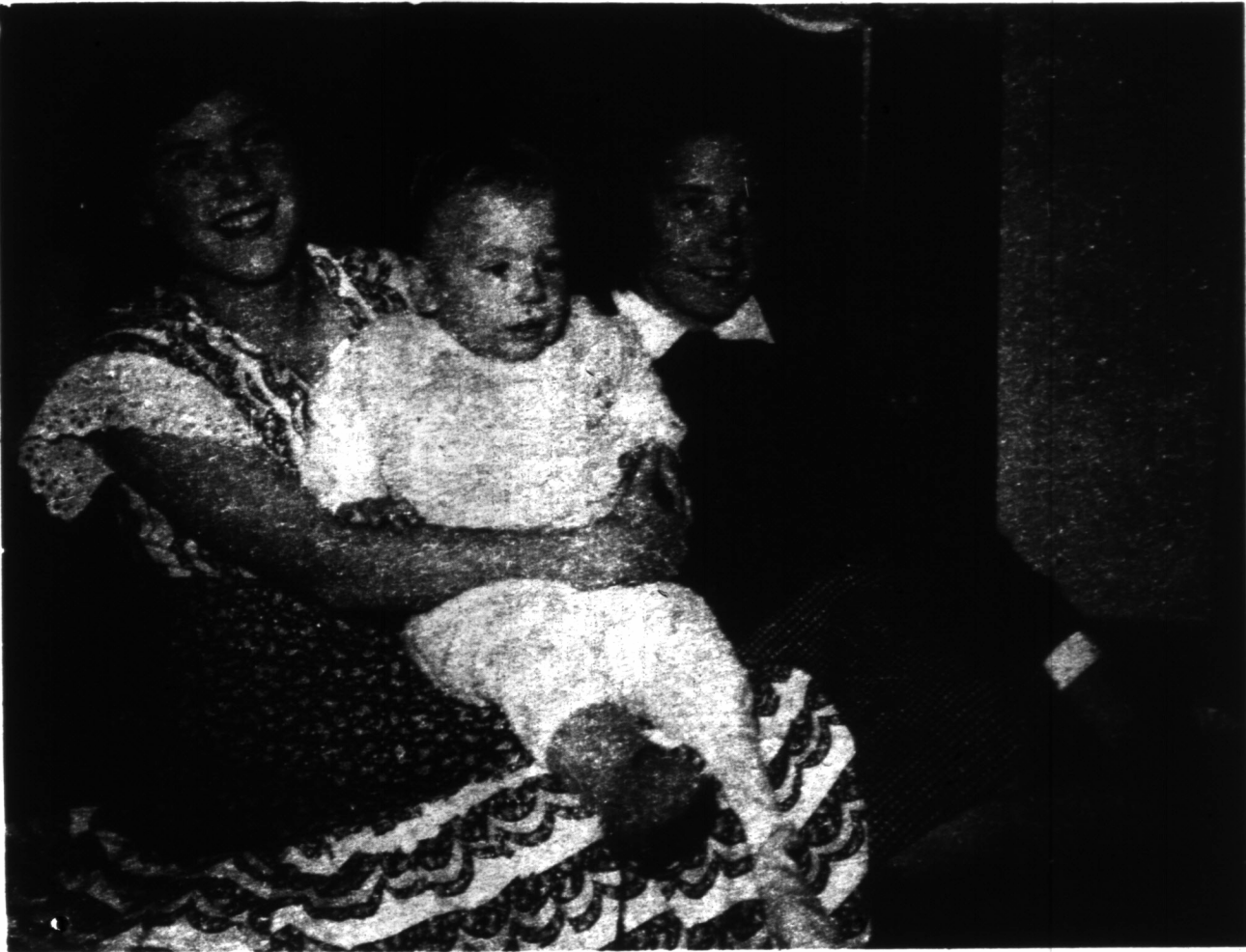
William R. Giles, of the Monterey County Trust & Savings Bank, Carmel, is featured in this week's "Who Is It?" Mr. Giles has lived in Carmel four years, but has resided on Monterey Peninsula for the past 20 years. His position as a teller at the bank makes him a familiar figure to Carmelites. Born in Hollister in 1919, the son of Mr. and Mrs. R. W. Giles, now of Salinas, he went to Pacific Grove schools and was an economics major at Hartnell College. His marriage in 1941 to the former Wanda Tabler, of Riverside, immediately preceded three and one-half years with the Army. Mr. Giles was a sergeant in an anti-aircraft artillery command which saw its toughest duty at Okinawa. Following his discharge he joined Monterey County Trust and moved with his wife to Carmel. They now have two children: Ann, 6, and Barbara, 3. Mr. Giles is a Mason and also a staunch supporter of the Monterey Peninsula 20-30 Club, which is handling all of the ticket arrangements for this year's Bing Crosby Tournament.

PG GOOD FINANCIALLY

CITY OF PACIFIC GROVE COMPARATIVE BALANCE SHEETS July 1, 1948 - June 30, 1949

ASSETS	July 1, 1948	June 30, 1949	Increase	Decrease
Funds:				
General	21,304.36	24,373.13	3,068.77	
Library	16,929.73	19,928.01	2,998.28	
Recreation	- 904.20	- 358.67	545.53	
Museum	1,649.43	3,216.51	1,567.08	
Civilian Defense	6,899.35	6,899.35		
Cemetery	5,211.43	1,758.67		3,452.76
Cemetery Invested	30,750.00	30,750.00		
Cemetery Perpetual Care	6,080.00	7,864.99	1,784.99	
Acquisition & Construction	9,893.97	7,598.53		2,295.44
Delinquent Property	5,187.73	5,398.33	210.60	
Johnson	2,000.00	2,000.00		
Gas Tax	9,338.92	2,000.00		7,338.92
Gas Tax - Special Allocation		29,930.00	29,930.00	
Gas Tax - Motor Equipment				
Purchase		1,237.40	1,237.40	
Bond and Interest - 1911	1,509.06	1,304.06		2,115.00
Bond and Interest - 1931	830.73	1,846.33	1,015.60	
Bond and Interest - 1934	516.42	461.59		54.83
Bond and Interest - 1946	725.77	603.75		122.02
1947 - Fire and Pool	62,333.62	- 4,827.47		77,229.65
Bath House		- 10,068.26		
	182,256.32	132,015.95		50,240.37
Delinquent Taxes	2,848.02	4,176.37	1,328.35	
Land and Buildings	207,450.00	218,969.41	11,519.41	
1946 Bond Expenditure	59,598.08	139,997.88	80,399.80	
TOTAL	452,152.42	495,159.61	43,007.19	
LIABILITIES				
Unpaid Claims	9,794.71	5,485.70		4,309.01
Bonds - 1911	7,200.00	5,400.00		1,800.00
1931	8,000.00	7,000.00		1,000.00
1934	30,000.00	27,500.00		2,500.00
1946	110,000.00	100,000.00		10,000.00
Cemetery Perpetual Care Trust	34,727.09	37,615.49	2,888.40	
Surplus - City	245,039.78	309,313.75	64,273.97	
Surplus - Cemetery	7,390.84	2,844.67		4,546.17
TOTAL	452,152.42	495,159.61	43,007.19	

CHRISTMAS



HAPPY CHILDREN



THANK YOU, SANTA



AFTER DINNER - PEACE

We hope everyone had a wonderful Christmas no matter where they were. Our photographer with a Polaroid One Minute camera caught these scenes at the home of Janet Buchanan Arnold in Carmel Valley. Shown are Mrs. Arnold's three children, Sheila, Leigh and Jeffrey. Spotty and friend complete the group.

Socials - Clubs

BOXING DAY DINNER

Mr. and Mrs. R. Ellis Roberts gave, a dinner party Monday, which was in the nature of an English Boxing Day celebration. Among the guests were Countess Claude de Kinnoull, of Carmel, and Mr. and Mrs. Cen Fearnley, of Monterey.

SAIL ON LURLINE

Colonel and Mrs. John J. Gahan, of Scenic Drive, sailed on the *Lurline* last week for a two-months stay in Honolulu. They expect to return early in March.

CLARK GET-TOGETHER

The Paul Clarks entertained informally Christmas Eve with Mrs. Clark's mother, Mrs. Paul Hulschinski, and sister, Julianna Hulschinski, as honor guests. Christmas Day they

went to House-on-Hill, the San Mateo home of Mr. Clark's mother, Mrs. Tobin Clark, for a family celebration.

POSTPONE HONOLULU TRIP

Mr. and Mrs. Matthew Jenkins, of Pebble Beach, postponed their Honolulu trip to spend the holidays at home. Mr. and Mrs. H. B. Powers and Ann Powers, of Oakland, joined them for Christmas weekend.

FRANK WORKS ENTERTAIN

Mr. and Mrs. Frank Work held a family gathering Christmas Eve in their Monterey Mesa home with Mr. and Mrs. T. A. Work, Sr., Mr. and Mrs. Kent Parrot, and Mr. and Mrs. Leonard Kirby.

TEEN-AGE DANCE

A holiday dinner dance for teen-age children of Monterey Peninsula Country Club members was held Tuesday night.

Among those in attendance were:

Cynthia Coe, Diane and Buster Ramsey, Gary Shaw, John Anderson, Jeannie and Paul Fratessa, Buddy Grant, Howard Veit, Jr., Dion Zaches and Jimmy Hare.

LAFF-A-DAY



"You people lost your minds?
Put that fire out!"

Household Hint

Garments of rayon fabrics do not need moth-proofing before being put away for winter. Moths are not attracted to rayons. See that the garments are cleaned before storing, however, as many types of stains become more stubborn with time.

Words of the Wise

Were not this desire of fame very strong, the difficulty of obtaining it, and the danger of losing it when obtained, would be sufficient to deter a man from so vain a pursuit. —(Addison)



FOR THAT

**VERY
SPECIAL
PERSON**

for that very special occasion - you'll want to remember the corsage or the red roses. And, since nothing is too good for her, you'll want to call us New Year's eve.

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Prize balloon shower
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Fancy hats...noisemakers!

Flaming desserts

Roast Goose or

16 oz. K.C.

Charcoale broiled

Steak dinner -

\$5.00 per person...reservation

includes your table all evening.

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on

TOP O' THE MORNING

1240 on your Dial
Presented byTHE TOP HAT
MARKETPacific Grove
Monday through FRIDAY
10:15 to 10:30 A.M.More About
Beaches

Continued from page 5

on the beach question.

The average person doesn't understand the procedure by which the state gets the beach, but part of the funds are provided locally. Next, the local community is more or less obliged to lease the beach from the state, and is then required to maintain it, at least in better shape than before. Even those opposed to commercialization are divided on state control. E. B. Gross pointed out, for instance, that several sea food restaurants on Fisherman's Wharf are commercial operations on state property designated for a park. And if the state acquired the beach and licensed someone to sell hot dogs on it, could the local community do anything to prevent it?

Several months ago, the Monterey City Council (like others) found itself protesting issuance of a liquor license within the Monterey borders. Shortly thereafter, they received a curt communication from the state, informing them their request was of no avail, and the license went through.

With this experience, any city council might well hesitate before putting important areas under the control of persons who do not have to live in the areas they control.

Another vexing question has been brought up by Al Coons, Pacific Grove's city manager. The State Park Commission is short of funds, because the tideland leases played a large part in financing its operations. The Supreme Court, in a surprise move, declared the tidelands under Federal Government Control. As a result, a lot of beach money is now tied up.

The State Park Commission therefore makes a practice of leasing beaches back to the communities as soon as they receive them. In that way, the community is required to maintain the beach. Mr. Coons points out that this is hardly an improvement on city ownership.

The Monterey beach is owned by three groups: the City of Monterey, T. A. Work interests and Del Monte Properties. For many years now, the latter two have been paying taxes on the beach property without complaint, while the question of what to do with the beach hung fire.

It looks as though an answer may be forced from the people of Monterey soon.

In Carmel, the question as to whether or not the beach South of Carmel River should

be purchased by the public is relatively simple. Residents think it should. After all, natural scenery is probably the main reason that Carmelites and those who live near Carmel have chosen to reside where they do.

The beach South of Carmel River should not become commercialized.

The Monterey beach is already commercialized.

That's the difference.

Audubon Screen
Tour January 9

The second of this season's Audubon Screen Tours will be held on Monday, Jan. 9, at Sunset School Auditorium at 1 p.m. This event will be somewhat different from previous Screen Tours in that it will be a new kind of nature program by Alice and Harold Allen, of Los Angeles, nationally known radio and screen artists. Their subject will be "Sounds of the Sageland."

Those who have thought of the sageland as devoid of vegetation and scarcely inhabited will be pleasantly surprised at its wealth of animal and plant life, as portrayed in flowing color motion pictures. And to make these color pictures different from the previous Screen Tours, the Allens will feature interpretations of sageland sounds using sound effects, with Harold Allen imitating bird songs.

Alice and Harold Allen are masters of sound effects. They are artists in the use of the latest radio sound equipment, combining their talents in a brilliantly and cleverly planned performance.

Preceding the lecture the Audubon Society will give a dinner at Pine Inn in honor of the Allens. Members who expect to attend should get in touch with either President Angwin at Monterey 2-0070 or the secretary, Mrs. Isabelle Terhune at Carmel 1308-J.

LEGAL NOTICE

IN THE SUPERIOR COURT
OF THE
STATE OF CALIFORNIA
IN AND FOR
THE COUNTY OF MONTEREY
In the Matter of the Estate of NO. 10908
SARAH E. WHITE, Deceased.

NOTICE TO CREDITORS

Notice is hereby given by the undersigned, Mariam White Herrick, Executrix of the Estate of Sarah E. White, deceased, to the creditors of and all persons having claims against the said deceased, that within six months after the first publication of this notice, they either file them with the necessary vouchers in the office of the Clerk of the Superior Court of the State of California, in and for the County of Monterey, or exhibit them with the necessary vouchers to the said Mariam White Herrick, Executrix, at the office of John W. Morse, 2nd floor of the Gould Building, San Carlos and Ocean Avenue, Carmel, California, the same being the place, for the transaction of the business of said Estate in the County of Monterey, State of California.

Dated at Carmel, California, this 7 day of November, 1949.

Mariam White Herrick, executrix.
John W. Morse, Attorney for
executrix.

Date of first insertion Dec. 29, 1949.
Date of last insertion Jan. 26, 1950.

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June Haver - Ray Bolger



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without doing something
about that needed re-
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Norman C. Winslow

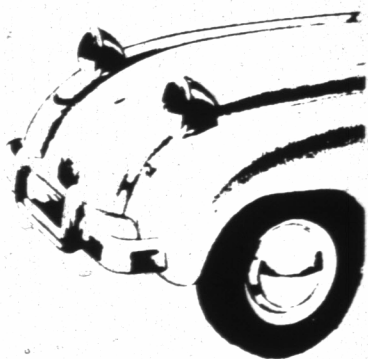
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LOCAL LADS MAKE GOOD IN S.F. PRESS CLUB ANNUAL MAGAZINE

The pages of THE SCOOP, the San Francisco Press Club's annual magazine, is this year graced by the work of three Carmel contributors: Virgil (VIP) Partch, nationally famous cartoonist; socially prominent Paul Clark, son of Mrs. Tobin Clark, and formerly on the staff of the Harvard Lampoon, and Jack Morris, war battered golf pro who, at one time, was pro-manager of the Cypress Point Club.

This is indeed an honor for the boys as the membership of the Press Club numbers some of the leading writers and artists in the country.

Although VIP is presently living in Santa Barbara, he was a long time resident of Carmel Valley and attained his greatest success while on the Monterey Peninsula. Known to his intimates as Old Uninhibited, he sold his first cartoon to the New Yorker and has avoided them ever since for a perfect Partch-like reason. He lives in deadly fear of being tied up to a contract and "having to turn out acceptable roughs every week."

He is a deadline worker, waiting until the very last minute an art editor will hold still, and then locking himself into his studio for 36 hours at a stretch. Then, after his stint is over, he mostly just sits. While living in Carmel Valley he kept his drinking liquor in a bottle marked Fly Spray to foil free loaders. He owns a Lincoln Continental hot-rod and the third of a series of Great Danes.

The first, Ajax, killed a cow, and the second, Servie, bit women; mostly young women, thereby putting a serious crimp in the Vipper's social scheme. The third and current, is dark black, named Medes, and is completely moronic.

Partch also has an attractive wife and two children, who just sort of walk around him and step over him.

Paul Clark, a veteran of the China-Burma-India and Italy campaigns with the American Field Service, got to wondering if press agents and hucksters ever had nightmares or if their sometimes horrendous brain children ever came home to roost. He did a humorous piece for The Scoop on the subject.

How he dredged up the material is a mystery to his friends as he is a far cry from a brassy, blustering press agent or flack, as they are known to the trade.

While serving in Burma, A.F.S. men were, of necessity, forced to sleep in their ambulances. One night while parked no more than 100 yards from the irregular front lines, a Japanese mountain battery opened up on them. Paul was reading when the sudden barrage of shells began exploding all around.

"Put out that light and lie down," someone roared.

"I'll put it out but I won't lie down," Clark snorted indignantly. "They'll think we are all drunk."

After carrying stretcher cases by



PAUL CLARK

hand through the dense jungles of Burma and bouncing around shell holes in Sicily and Italy, he decided he "was not doing enough." So he resigned from the A.F.S., returned to the States and enlisted as a private.

A fitting contributor to The Scoop.

Jack Morris combined writing and golf instruction before the war and saw combat duty in the Navy through New Guinea to Leyte.

After 20 days in the Battle of Leyte Gulf, he took another ship for Okinawa, but he says that really doesn't count. "We reached Buckner Bay at ten o'clock and at seven that night I was swimming again."

Unable to play much golf these days he is constructing a golf school and driving range at the entrance to Carmel Valley.

"Where," says Jack, "I will advertise golf instruction While-You-Wait. And if any one complains that they have been trying to get a lesson since last Tuesday I can tell them that that's waiting, isn't it?"

To quote The Scoop on the above gentlemen, "... three of the daffiest but nicest contributors we have ever had."

BING CROSBY

SUNDAY

11 a.m.

K M B Y

DEL MONTE LODGE

will hold its annual New Year's Eve celebration with dinner and dancing starting at nine o'clock. Telephone Carmel 500 for reservations.

DEL MONTE LODGE, PEBBLE BEACH

DENNY-WATROUS MANAGEMENT PRESENTS
Troupers of the Gold Coast in

"THE PRINCE OF LIARS" with Olio

Directed by Rhea Diveley

DEC. 31st & JAN. 1st at 8:15

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Tickets: \$1.80 and \$1.20, tax incl.

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Dinner Served
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Fashion Show Luncheons every Wednesday
Dinners "Family Style" every Sunday

Breakfast... Luncheon... Dinner Daily...

Ocean Avenue and Monte Verde Streets...

when in Carmel it's the

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Betsy Jarvis

Luncheon 11:30 to 3
LINCOLN STREET between
FIFTH and SIXTH
CARMEL-BY-THE-SEA
(Closed Sundays)

Wibby invites you to enjoy really
good food...really good fun...



luncheon

12:00 - 2:00

dinner

5:30 - 10:00

COCKTAILS IN THE LOUNGE

Ocean Avenue

Phone 204



CARMEL'S OLDEST...

Blue Bird Restaurant

Closed for vacation. Reopening Jan. 12th.

OCEAN AT LINCOLN CARMEL-BY-THE-SEA

LA MAISONNETTE



CARMEL'S ONE AND ONLY
AUTHENTIC
FRENCH RESTAURANT

Best of Cuisine Continental Atmosphere

Moderate Prices

For reservations call Carmel 79 - 6th and Lincoln

COOKSLEYS HOB-NOB RESTAURANT

CLOSED
UNTIL THE MIDDLE
OF JANUARY

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Carousel
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"BIG" BOB'S SALON
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PHONE LOS LAURELES 9550

OUR UNIQUE SUNDAY BRUNCH STARTING AT 10.00 A.M.

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Prize balloon shower
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Fancy hats...noisemakers

Flaming desserts
Roast Goose or
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Charcole broiled
Steak dinner -
\$5.00 per person...reservation
includes your table all evening.

Famous Restaurants

Holiday time is the time for
good eats and the Monterey
Peninsula is the place to find
the finest restaurants. Those
places listed on this page
have been checked by the
SPECTATOR and are highly
recommended for good food
amid pleasant surroundings and
at reasonable prices. Here is
your Guide: B: Breakfast...L:
Luncheon...D: Dinner.... S:
Snacks... C: Continuous.

RIGHT IN CARMEL

LA MAISONNETTE: L. D. S. C.
French Bistro with pleasing prices...
BLUE BIRD RESTAURANT: L.D. The oldest restaurant in Carmel. Atmosphere plus. Specialities: fruit tarts, hot rolls....
NORMANDY INN RESTAURANT: L.D. Patio dining on nice days, or before the fire in the spacious dining room. Rich fare....
LA PLAYA DINING ROOM: B. D. Magnificent sea view, with faultless service... BETSY JARVIS RESTAURANT: L. NOT a tea room. Nationally known. The food is out of this world. The surroundings charming with a touch of elegance...
PINE INN GARDENS: DINING ROOM: L.D.S. Al fresco, in the bar or dining room service in the gardens on warm days. Reasonable. SADE'S BAR AND RESTAURANT: D.S.C. Rub elbows with the celebrities. Glamorous atmosphere. Superior food and service...
WHITNEY'S: L. D. S. Never a dull moment in the bar or dining room, with WIBBY as m.c. ...
TIP TOP RESTAURANT: L. D. Lovingly prepared food in splendid variety, table d'hote or a la carte, reasonably priced. Well worth a look-see!...
COOKSLEY'S HOB NOB: B.L.D.S.C. Table and counter service definitely a cut above the usual. Marvelous hot sandwiches, variety of entrees...
ELLA'S SOUTHERN KITCHEN: L.D. Chicken and all the fixings in the best Southern tradition...
IN MONTEREY

FISH N' CHIPS: L. D. - for those crisp delights that London couldn't top, on the Monterey Wharf, it is a must for the visitor.
CASA MUNRAS: B.L.D.S.C. Here you may eat, drink, dance and live. Monterey's hotel, motel, top restaurants and fun spot...
The BAMBOO GARDENS: D.S.C. An extraordinarily novel Chinese restaurant serving Oriental delicacies...
MISSION INN: B.L.D.C. Early California surroundings, antiques you will covet. The Bar and Dining Room deserve orchids, 3 star! You may live there too!

CARMEL VALLEY...CAROUSEL: L.D. Only a few miles out the Valley Road for the uniquely unique! Order fine foods and wines amidst original modern paintings. Unusual surroundings... "Big Bob" and "Little Bob" are your hosts.

DOWN THE COAST...NEPENTHE: D.S. This dramatically different rendezvous of the sophisticates is open Saturday nights and all day Sundays... closed weekdays.

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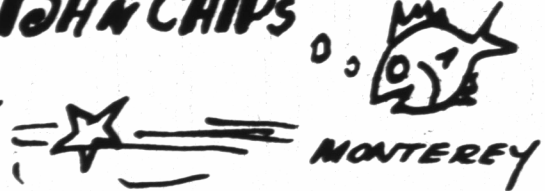
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Phone 4164

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REAL ESTATE	MISCELLANEOUS	MISCELLANEOUS
<p>THIS HOUSE convinced me that "modern" design can be charming as well as livable. The location is such that you have a lovely view of the ocean. The exterior and interior are both redwood. Interior treated to retain its original shade. It is exceptional and you should inspect it, if you are in the market, for a well built house with a utilitarian floor plan. The price is \$15,500 and worth every penny of it.</p> <p>JOHN J. WALSH Licensed Real Estate Broker 6th Avenue at Dolores Phone Carmel 1487</p>	<p>DRIVEWAY REPAIRING - all types. No job too large or too small. Call Monterey 9263; evenings - 8412.</p> <p>HOLIDAY SEASON calls for a healthy wardrobe. If yours is sick, seams sagging, crooked hemline or even "gaposis", it's time to see Dr. Conaway, who will also be glad to enhance your present wardrobe by making a new dress, shirt, slacks, or reproduce a sketch or picture for you. Also makes covered buttons, buckles, belts and buttonholes. Room 4 - Ordway Bldg. Monterey 6296.</p> <p>REPAIRING - No job too small. PHONE, MONTEREY 2-2919. 1409 FREMONT EXTENSION. Squeaking doors, stuck windows. Built in, built out or what not. Experienced cabinet maker to serve you by the hour.</p>	<p>SEWING MACHINES REPAIRED All makes. 20 years on Peninsula. J. Parr, Grove Sewing Machine Store. 541 Lighthouse Ave., P.G. Phone 3751</p> <p>CHIMNEYS, HEATING APPARATUS of all kinds (including gas floor furnaces) CLEANED. The Vacuum way. Be safe, economize. PHONE MONTEREY 3796.</p> <p>DANCE YOUR WAY TO HEAVEN. Arthur Murray 1.8 hour course at a discount. Good at any Arthur Murray Studio. If interested write K.W.W., BOX A-O, CARMEL.</p> <p>BOXER PUPPIES FOR SALE. 2 females, 3 months old. High Spot Champion stock. Also one male, 1 year old. Phone Carmel 2417-J.</p>
<p>FACING CARMEL MISSION, view of ocean and mountains. Lovely terraced plot, nearly half acre - \$2,700.</p> <p>TWO BEDROOM HOME, double garage. South of Ocean. \$8,250.</p> <p>FIVE ACRES, nice home - \$13,000.</p> <p>LAURENCE DE ADLERSHELM Dolores near Post Office Phone Carmel 26-W and 862-W</p>	<p>FOR SALE OR TRADE for Income Property - two desirable business lots in Carmel.</p> <p>GLADYS JOHNSTON Cor. Monte Verde & Ocean Ave. Phone 1700</p>	<p>FOR \$110 PER MONTH you may immediately move into a completely furnished house 3 blocks from business district. All utilities paid. Children accepted. Phone 1015-R or 2158-W.</p>

Business Directory

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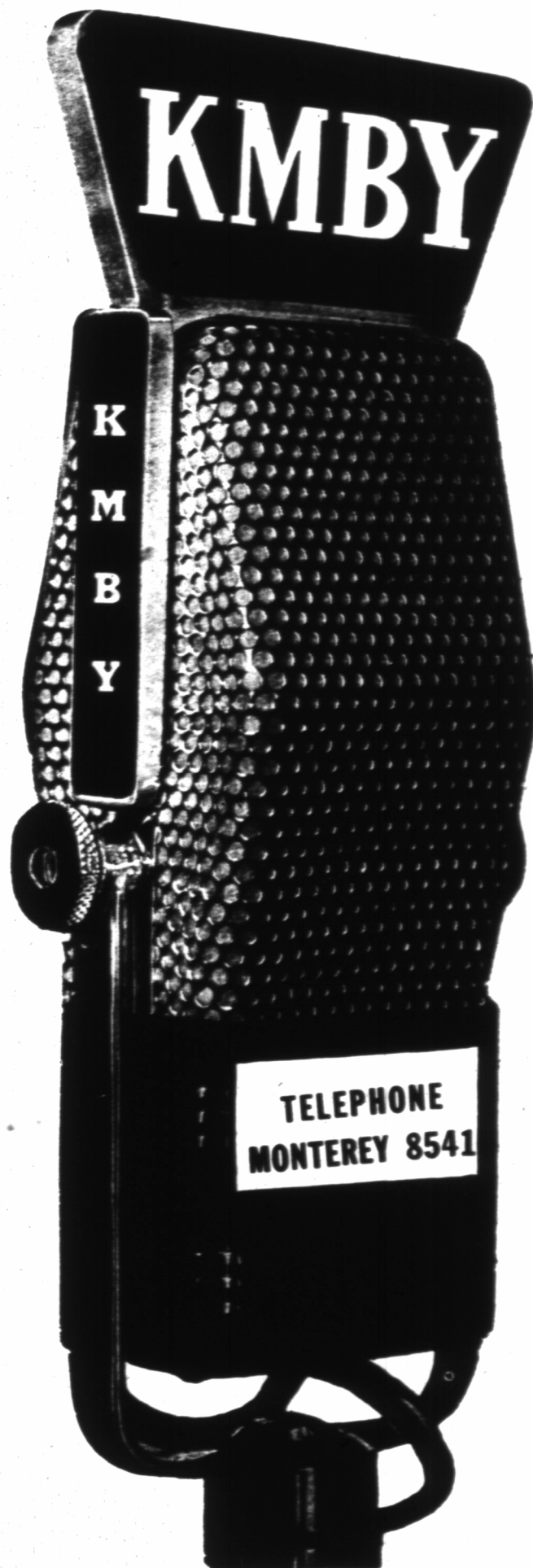
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Happy New Year

TO YOU ALL!



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pleasant listening in 1950.

L. John Miner
General Manager

YOU'RE TELLING ME

By WILLIAM RITT
NEWS that there's agitation to change Massachusetts' emblem from a codfish to a tuna comes as a distinct surprise to Zadok Dumkopf who all along thought that state's symbol to have been a bean.

A pocket-sized radio is on the market. Just the thing for those 15-second spot commercials!

A nonagenarian says it's healthy to get mad occasionally. Especially at people always asking your age?

A wild goose forced a Dutch airliner to make an emergency landing. Probably wasn't half as wild as the pilot.

The pie that Vancouver escapee hurled at a pursuing cop was, we read, a genuine custard. Some folks will do anything to attract the attention of Hollywood.

WE ARE THANKFUL...

For the peaceful year
of 1949.

For this lovely spot
on earth, CARMEL.

For the friendliness of
the people here.

For the co-operative
spirit of the business
people here.

The Carmel Business
Association wishes you
all a very Happy and
Prosperous 1950!

-- OSCAR BALZER
President C. B. A.

Noted Explorer To Speak In Carmel On Arctic Region

Sir Hubert Wilkins, world-famed polar explorer, scientist and lecturer will deliver an illustrated talk Jan. 3, 8 p.m., in the Sunset School Auditorium. The subject of the lecture, which is sponsored by and for the benefit of the Carmel Youth Center, is: "The Arctic and Its Influence upon World Affairs Today."

With the strategic situation around the North Pole the "hottest" military subject today, the Carmel Youth Center, through President Fred Godwin, scored a ten-strike when they engaged Sir Hubert to lecture upon his 32 years of adventuring about the globe.

Sir Hubert, who commanded seven expeditions to the polar regions, and has actually seen more of this area than any living man, numbered among his pilots Colonel Bernt Balchen, U.S. Air Force, who has recently been commissioned to set up a permanent U.S. base at the North Pole.

Colonel Balchen's new command

is currently the subject of a series of articles in a national magazine. (Colliers)

The fluent and witty Sir Hubert has as thorough knowledge of these areas as any man today. He has spent 14 years in exploring the Arctic and 10 in the Antarctic. In one year alone he flew more than 12,000 miles over the Arctic for the Air Force.

Since 1941 he has held a full time position as consultant to the Army, the Navy, the OSS, the Department of Commerce and the United States Weather Bureau.

Knighted by the King of England and decorated by the King of Italy before the age of 40, the colorful Sir Hubert has been honored by the leading scientific societies of the world for his contribution to science and exploration. He has been decorated by the Geographical Societies of London, New York, Berlin, Edinburgh, Philadelphia, Belgium, Denmark, Cuba, Peru, and the Argentine. The Aeronautical Societies of France, Norway, Denmark, and our own Army Air Force have cited his achievements.

He was the first man to cross the

Arctic Ocean by plane, the first to fly over the Antarctic Continent and the first and only explorer to use a submarine under the Arctic ice. He took the famed Nautilus to within 300 miles of the North Pole in 1931.

The Second Task Fleet, a force of 100-odd warships and supply vessels under Vice Admiral D. B. Dugan, only recently returned to Norfolk, Va., after a 7,000-mile round trip to the Arctic.

Colonel Bernt Balchen will establish a permanent base for the Air Force in the spring.

Their problems were made easier through access to the knowledge and experiences of Sir Hubert.

Who owns the Arctic Sea? What are the latest developments in those areas?

Can soldiers and sailors fight, and can modern airplanes, submarines and surface vessels operate in the 80 degree below zero weather of the Arctic regions?

These and many other matters will be discussed by Sir Hubert at Carmel's Sunset School on Wednesday, Jan. 3, at 8 p.m.

**VISITORS - WHY NOT ADOPT
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My name is Tommy Thompson!

"I know my own name. My mother and daddy taught me so I could tell people. My name is important! It's the only way people can tell who I am and who I belong to."

Tommy is right! Names are important to people. And they're just as important to things you buy in stores. Each product has a name, too... a brand name! That's the name the maker puts on his product, so you can tell it from any other.

Shopping for products by brand names is the one way — the only way — you can buy the food, the clothing, and the furniture that exactly suits your taste.

The brand name on a product means protection for you. By knowing brand names, you make the manufacturer responsible for the quality of products that bear his name. Any manufacturer knows that if you find his products good, you will buy them. If not, you won't — and the manufacturer will be forced out of business.

Brand names mean progress. Each manufacturer works constantly to improve his product so that his brand name will come to stand for better and better quality and value.

You get quality, protection... and you get exactly what you want when you know, and use, brand names.

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May the season of
good will remain
with you next
year and all the
years to come.

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